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RECEIVED
AUG 26 1976
H. WAKEHAM

Dr. H. Wakeham
Vice President, Science & Technology,
PHILIP MORRIS U.S.A.
Research Center,
P.O. Box 26583
Richmond, Va 23261 /U.S.A.

August 20, 1976.

Dear Wake :

I enclose a copy of the minutes of the general assembly of the German Cigarette Manufacturers' Association, held on June 28, 1976. This is, I feel, an important and useful document, in that it covers all critical issues the cigarette industry is confronted with all over the world. As one might expect, these issues are dealt with from a specifically German standpoint.

Mr. Isenring may have it translated into English ; but he is not yet sure about this. I therefore send it to you in German, assuming that you and Dr. Osdene will read through it without linguistic problems.

The following subjects are dealt with in these minutes :

Page 1 : Dr. Franz Adlkofer to replace Dr. Weber.

Page 3 : Compulsory tar, nicotine and CO figures printing on packs to be expected.

Page 4 : Government plans to replace the present "nicotine free" claim by an "extra light" label, and the present "poor in nicotine" by "light".

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Source: https://www.industrydocuments.ucsf.edu/tobacco/docs/

Page 4 : Warning notice : Wording under discussion with the Ministry.

Pages 5/6: The VdC strongly recommends to express carbon monoxide in millilitres per cigarette, and not in milligrams per cigarette.

Pages 6/7 : Pesticide residues.

Pages 8-14 : Advertising code ; smoking and health.

Page 15 : Analytical smoking procedures.

Pages 16/17 : German Research Council.

What about reciprocity

At several places in these minutes, the VdC authorities formulate the wish that international companies having affiliates operating in Germany, give consideration to the German situation before they undertake actions or make public statements which, even though happening outside Germany, might reflect on Germany. This is typical German reasoning. But at least it justifies sending these minutes to America.

With best regards,

Yours sincerely,

M. Hausermann

Encl.

cc: JvW
SG

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Source: https://www.industrydocuments.ucsf.edu/docs/...